Claims

1[CURRENTLY AMENDED] A method for business decision support for creating a part of an economic organization comprising:

.identifying the professional elements of the required economic organization by an originator;

.for each of said elements accessing a Professional Collaboration Network comprising entries of members including said originator, said Professional Collaboration Network comprising a Professional Layer with common members with at least one Trust Layer;

.broadcasting the at least one Professional Layer comprising entries of communications between members of the Professional Layer, resulting in the accumulation of information on inferred professional competence of said members;

.identifying at least one match and related bid for the professional element in the Professional Layer with the required Professional competence;

.querying the at least one Trust Layer of the Professional Collaboration Network comprising trust linkages representing trust measures, between members of the Professional Collaboration Network for said match;

.obtaining in response from the Professional Collaboration Network, communications from a set of members —first level trust members - that affirm a level of trust of the match;

.querying at least one Trust Layer of the Professional Collaboration Network comprising trust linkages affirming trust measures of said first level trust members, of the Professional Collaboration Network for each of said first level trust members;

.obtaining in response from the Professional Collaboration Network, communications from a set of members —second level trust members - that affirm a level of trust of the first level trust members for each of the first level trust members;

.iteratively as in the last two steps obtaining a chain of trust linkages with communications between corresponding n^{th} and $(n+1)^{th}$ level trust members to affirm a level of trust of the nth level trust member by the $(n+1)^{th}$ level trust member thereby building a connection thread;

.terminating the iterations of the last step when a predetermined number –M– of trust members of level (n+1) or less are determined to be the originator thereby generating M complete connection threads;

.computing one or more aggregate trust measures from the resulting M or less, iterative trust levels available to the originator;

.originator selecting the preferred member for the professional element based on the bids, professional competence and trust measures of each match;

.thereby providing a method for building an economic organization.

2. [CURRENTLY AMENDED] A method for business decision support for creating an economic organization as in claim 1, wherein the PCN has multiple Trust Layers and wherein a strength of linkage in said trust network between pairs of members comprises at least one of the nature of, and the frequency of dialog between said pairs of members.

3. [CURRENTLY AMENDED] A method for business decision support for creating an economic organization as in claim 1, wherein said Professional Layer comprises a method to assess the professional competence of members by:

.creating a forum for interaction of the members and treads for each discussion topic;

.visually representing components of professional fields of members along multiple axes representing multiple field types, about an origin, wherein the distance from the origin represents the level of competence;

.visually representing each posting of each member on said forum with components of professional field content in the posting along multiple axes representing multiple field types, about an origin, wherein the distance from the origin represents the proportion of content in each relevant field;

. visually representing each response to a posting or another response of each member on said forum with components of professional field content in the posting along multiple axes representing multiple field types, about an origin, wherein the distance from the origin represents the proportion of content in each relevant field;

.thereby creating a tree of different field strength components with accumulated responses;

.accumulating the contributions of each member ;

.using the accumulated contributions of members to assess professional competence in any of the fields represented as dimensions.

4. [CURRENTLY AMENDED] A method for business decision support for creating an economic organization with a Professional Layer as in claim 3, wherein the termination of any branch of the tree from any thread provides information on the professional competence of the last contributor to the thread.

5. [CURRENTLY AMENDED] A method for business decision support for creating an economic organization as in claim 1, wherein said originator is a member of a different Trust Layer to the Match..

6. [CURRENTLY AMENDED] A method for business decision support for creating an economic venture as in claim 1, wherein the Trust layer further comprises the $(n+1)$th level trust member offering a guarantee for the integrity of an nth level trust member contingent on the nth level trust member offering a guarantee for the integrity of an $(n-1)^{th}$ level trust member along a complete thread.

7. [CURRENTLY AMENDED] A method for business decision support for creating an economic venture as in claim 6, wherein said connection thread extends from the originator to the match providing a continuous connection thread available to the originator for purchase.

8. [CURRENTLY AMENDED] A method for business decision support for creating an economic organization as in claim 1, wherein a fee is paid by the PCN for one or more trust measures obtained from members.

9. [CURRENTLY AMENDED] A method for business decision support for creating an economic organization as in claim 7, wherein a financial institution underwrites one or more of said reputation guarantees.

10. [CURRENTLY AMENDED] A method for business decision support for creating an economic venture as in claim 1, further comprising a bidding system wherein said originator may publish specifications for participation of one or more of said members

and invite bids for participation and thereafter utilize the Trust Layer and the Professional Layer to evaluate prospects in the context of bids received.

11. [CANCEL]

12. [CURRENTLY AMENDED] A method for business decision support for creating an economic venture as in claim 1, wherein said Professional layer comprises experts who can evaluate a member and are members of at least one Trust layer.

13.[NEW] A method for risk mitigation in a transaction between the writer of a contract and the proposed executor of the contract for an agreed compensation by:
.identifying a trust network wherein the writer of the contract and the executor of the contract are members and wherein in said trust network, each member of said trust network has at least one linkage representing trust between said member and another member in the trust network thereby creating trust linkages between pairs of members;

.querying the trust network comprising trust linkages, between members, to identify linkages to the proposed executor of the contract;

.obtaining in response from the trust network, communications from a set of members –first level trust members - that affirm a level of trust of the proposed executor of the contract;

.querying the trust network comprising trust linkages for affirming trust of said first level trust members, for each of said first level trust members;

.obtaining in response from the trust network, communications from a set of members –second level trust members - that affirm a level of trust of the first level trust members for each of the first level trust members;

.iteratively as in the last two steps obtaining at least one chain of trust linkages with communications between corresponding n^{th} and $(n+1)^{th}$ level trust members to affirm a level of trust of the nth level trust member by the $(n+1)^{th}$ level trust member thereby building a connection thread;

.terminating the iterations of the last step when a predetermined number –M- of trust members of level $(n+1)$ or less are determined to be the writer of the contract, thereby completing M complete connection threads of trust linkages between the proposed executor of the contract and the writer of the contract;

.sequentially query starting from the first trust level members and ending with the trust level member with a direct trust linkage to the writer of the contract along each identified connection thread, each trust level member in each

connection thread to affirm interest in guaranteeing, for a fee, a level of performance on the contract, contingent on a guarantee on the level of performance on said contract by the preceding trust level member in the same connection thread, wherein the guarantee on the level of performance contingent on ;

.compile for the writer of the contract along each complete connection thread the cumulative conditional offered guarantees;

.thereby providing a method for mitigating risk in a transaction between members of the trust network.

14.[NEW] A method for risk mitigation in a transaction between the writer of a contract and the proposed executor of the contract for an agreed compensation as in claim 13, further comprising a third party offering a supplemental guarantee to at least one of the conditionally offered guarantees.